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# CHRISTINE SELF

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## EDUCATION

**Doctor of Philosophy, Higher Education Research  
Certificate, Women's & Gender Studies**

2018

*Dissertation: Parent – College Student Conversations about Sexual Violence*

*Co-Chairs: Valerie O. Paton, Ph.D., and Fred Hartmeister, J.D., Ed.D.*

*Texas Tech University, Lubbock, Texas*

***Master of Education, Higher Education Administration, Bachelor of General Studies, Post Baccalaureate Teaching Certificate, Texas Tech University, Lubbock, Texas***

## PROFESSIONAL EXPERIENCE

**Director, Family Outreach & Engagement, Parent & Family Relations - 2021 - Present**

*Texas Tech University, Lubbock, TX*

- Coordinate the administration of the department in the areas of training, outreach, marketing and promotions, and program development, including development and dissemination of campus community and family presentations as well as printed and electronic family publications
- Coordinate involvement in prospective student/family receptions with other campus departments
- Develop and implement programming and outreach in virtual formats, including webinars, Zoom Q&A sessions, videos, social media campaigns and contests
- Develop parent and family research projects
- Parent and family advising and problem-solving
- Develop parent and family member education, information, and engagement including Family Weekend, Family Days, Red Raider Orientation for Families, Sibling Saturday, Holiday Bus Trips, general outreach and education, and prospective student/family events.
- Manage daily operations of the department and oversee the department budget
- Supervision of two professional staff and indirect supervision of 1-5 student staff

**Associate Director, Parent & Family Relations**

2013 - 2021

*Texas Tech University, Lubbock, TX*

- Oversee and provide leadership for the daily operations of the department as well as departmental programs, presentations, events, and communications for parents and family members, students, and the campus community
- Supervise professional and student staff members
- Develop and contribute to parent/family research and educational strategies; provide parents and family members with advice and resources to aid student retention and success
- Coordinate departmental strategic planning and assessment
- Serve on university councils and committees

## SELECTED ACCOMPLISHMENTS:

- Began publishing all parent/family printed publications in Spanish

- Increased program offerings for parents and family members to include Postcards from Raiderland, First Day of School Photos, and Family Days
- Established Parent & Family Communications Group to discuss potential collaborations to help inform and involve parents and family members and promote TTU departmental efforts to support student success.
- Established Parent & Family Relations Think Tank to involve parents and family members in providing feedback for Parent & Family Relations to enhance its communication strategies and program offerings for Red Raider families.

#### Unit Coordinator, Parent & Family Relations

2002 - 2013

Texas Tech University, Lubbock, TX

- Coordinate events for students, parents, and family members, including Family Weekend, Sibling Weekend, holiday bus trips, Spring Awards & Scholarship Breakfast
- Compile and edit the *Parent & Family Guide*, a publication distributed to more than 5,000 parents of Texas Tech students
- Write the monthly Parent and Family eNews, an electronic newsletter with more than 10,000 active subscribers
- Give presentations to groups of 50-500 during Red Raider Orientation and as needed on campus and at remote locations
- Coordinate holiday bus trips for students
- Supervise between two and five student assistants, graduate assistants, and graduate interns
- Serve as Raider Relief counselor to students with financial difficulties
- Counsel parents regarding student transition issues and educate them about university programs and services
- Design departmental marketing materials

#### SELECTED ACCOMPLISHMENTS:

- Restructured the Texas Tech Parents Association membership database, moving it from a local Access database to a fully functional SQL server database with increased data security
- Marketed holiday bus trips for students to parents and family members, boosting participation by over 300%
- Made the *Parent and Family Guide* a self-sufficient publication by selling ads to campus partners and off-campus businesses, enabling expansion and translation of the Guide into Spanish

#### TEACHING EXPERIENCE

##### Instructor, Texas Tech University, Lubbock, Texas

WGS 2300: Introduction to Women's and Gender Studies

Spring 2019-Present

IS 1100: Raider Ready Freshman Seminar

2014-2018

PADR 0021: Strategies for Academic Achievement

2014-2017

#### PUBLICATIONS

Self, C., Massengale, E., & Murphy, A. (Eds.). (2023). *Engaging Families in Higher Education: Lessons Learned and Best Practices*. Taylor & Francis.

King, R. E., Self, C., & Weaver, R. G. (eds.) (2023). *David Lynch and the American West: Essays on regionalism and indigeneity in Twin Peaks and the films*. Jefferson, NC: McFarland.

Self, C. (2021). How can I say this.... In C. Petree (Ed.) *College ready 2021: Expert advice for parents to simplify the college transition*. Wise Action.

Self, C. (2021). Coediquette: Rules and advice for women students at Texas Tech University, 1939-1975. *West Texas Historical Review*, 96, 39-58.

Bureau, D., Mallen, J., Self, C., & Snyder, K. (2018). Parent and family programming CAS Contextual Statement. *Council for Academic Standards in Higher Education*. Retrieved from [www.cas.edu](http://www.cas.edu)

Self, C. (2013). Parent involvement in higher education: A review of the literature. *Association of Higher Education Parent/Family Program Professionals (AHEPPP) Journal*, Fall, 2013

Self, C. (2016 – 2019). Involving family in your college life. *Word Magazine*.

## AWARDS

- Phenomenal Women of Texas Tech, awarded by the Division of Diversity, Equity and Inclusion  
2022
- Mrs. Percy (Ruth Legett) Jones Award for the Best Article, for Coediquette: Rules and advice for women students at Texas Tech University, 1939-1975, published in the *West Texas Historical Review* 2022
- Outstanding Contribution to Research and/or Literature, Family Engagement in Higher Education (AHEPPP) 2019

Outstanding Professional, AHEPPP 2017

- Texas Association of College & University Student Personnel Administrators (TACUSPA) Mid-Professional Award 2016
- President's Award of Excellence, Texas Tech University 2014

## PROFESSIONAL SERVICE AND AFFILIATION

### University Service

- Women's and Gender Studies Conference Planning Committee 2023
- Gender and Sexual Identities Colloquium Planning Committee 2022
- Non-Academic Institutional Effectiveness Committee 2022-present
- Undergraduate Admissions Advisory Committee 2022-present
- Student Affairs Connections Committee Chair 2021-2022
- LGBTQIA Advisory Committee 2020-2022
- Study Abroad Competitive Scholarship Awards Committee 2019-present
- Parent and Family Communications Group, convener 2017-2020
- Student Conduct Administrative Hearing Panelist 2016-present
- Raider Relief Committee member 2015-2019
- Center for Active Learning and Undergraduate Engagement (CALUE) Advisory Committee 2015-2016
- Texas Tech University Staff Distinguished Service Awards Selection Committee 2015
- Texas Tech University Staff Senate 2011-2015
  - Past President, 2014-2015
  - President, 2013-2014
  - President-Elect, 2012-2013
  - Faculty Senate Liaison, 2012-2013
  - Senator, 2011-2014
- Provost Council 2013-2014
- Graduate School Dean Search Committee member 2013
- President Nellis Inauguration Committee member 2013
- Texas Tech University IT Advisory Committee 2013-2014
- Texas Tech University Staff Strategic Planning Committee 2013-2014
- Academic Council 2012-2013

- Alpha Chi Omega – Staff Advisor 2012-2017
- Office of Student Conduct Hearing Officer Alternate 2012-2013
- Panhellenic Extension Exploratory Committee 2012-2013
- Division-wide Social Media Committee 2012-2013
- Student Affairs Connections Committee chairperson 2006-2007

### Professional Affiliations

- Council for the Advancement of Standards in Higher Education (CAS) 2018-present
- Family Engagement in Higher Education (AHEPPP) 2013-present
- National Association of Student Personnel Administrators (NASPA) 2013-present
- Texas Association of College and University Student Personnel Administrators (TACUSPA) 2010-present

### Professional Affiliation Leadership

- CAS – Governing Board appointee. Member-at-Large for User Experience 2023 - 2026
- AHEPPP Institute: Assessing and Advancing Our Practice: Strategic Planning for the Future of Family Engagement—Faculty Member 2022
- CAS – Undergraduate Admissions Programs and Services Standards Review Committee Chair 2022
- CAS – Nominations Committee Member 2022
- CAS – Diversity, Equity, and Inclusion Committee member 2021-2022
- CAS – CIVS Standards Review Committee Member 2021-2022
- TACUSPA Foundation Board Member 2021-2024
- AHEPPP – CAS representative 2019-present
- AHEPPP – Mentoring Program mentor 2019-present
- CAS – Expert reviewer for parent and family programming standards 2018
- AHEPPP Conference Committee – Marketing and Social Media Chair 2018
- AHEPPP Conference Committee – Marketing 2017
- TACUSPA Board of Directors, Director of Marketing 2016-2018
- TACUSPA Board of Directors, Vice President for Marketing 2015-2016
- TACUSPA Conference Planning Team 2015
- TACUSPA Newsletter Editor 2014-2018

### SELECTED PRESENTATIONS

- Self, C. (2022, November). Using data to measure family impact, drive decision-making, and increase support. Invited presenter, AHEPPP Institute.
- Self, C. & Colwell, M. (2022, September). Managing your email instead of allowing it to manage you. Invited presenter. Texas Tech University Teaching, Learning, and Professional Development Center New Faculty Orientation Series.
- Self, C., Fawcett, J., & Savage, M. (2022, April). Faith in families: How to navigate the waters of religious interactions. AHEPPP webinar presentation.
- Self, C., & Swank, A., (2021, November). Ask your CAS Reps: What is CAS and how can it help me develop and improve my program? AHEPPP Annual Conference.
- Self, C. (2021, October). New faculty fall series: Ending the cycle of email anxiety: Strategies for making sense of your inbox and staying productive. Invited presenter. Texas Tech University Teaching, Learning, and Professional Development Center New Faculty Orientation Series.

- Bray, L., Manuel, E., Self, C., & Spencer, Q. (2020, November). Thinking about or working on your doctorate!? How will it impact your career, life, and everything in between? AHEPPP Annual Conference.
- Chao, S., Randall, J., Self, C., & Whitfield, L. (2020, October). Special Collections, Special Collaborations. TACUSPA Fall Conference.
- Self, C. & Whitfield, L. (2020, April). (HER)story of Texas Tech. Invited. Women's and Gender Studies Virtual Mini-Conference.
- Aksoy, A., & Self, C. (2019, October). *Tweet, post, share: How to enhance your office's social media presence and engagement through service learning*. TACUSPA Fall Conference, San Marcos, Texas.
- Glaser, S., & Self, C. (2019, October). *The puzzle of program review: Solve it with CAS*. Webinar presentation, AHEPPP Annual Conference.
- Self, C. (2019, October). *Ending the cycle of email anxiety*. Invited. Texas Tech University Student Affairs Connections Committee.
- Self, C. (2019, June). *How Texas Tech's Parent & Family Relations team built a successful academic break transportation program*. Invited webinar presenter, Breakshuttle.
- Self, C. (2019, April). *Parent – college student conversations about sexual violence*. 35<sup>th</sup> Annual Conference on the Advancement of Women. Texas Tech University, Lubbock, TX.
- Self, C., & Whitfield, L. (2019, March). *(HER)story of women at Texas Tech*. Texas Tech Women's & Gender Studies Women's History Month Series. Lubbock, TX.
- Self, C. (2018, November). *Parent – college student conversations about sexual violence*. Association of Higher Education Parent/Family Programming Professionals (AHEPPP) Conference. Louisville, KY.
- Self, C., & Wood, J. (2018, November). *Looking back to grow forward: Developing your parent program*. AHEPPP Annual Conference. Louisville, KY.
- Lieway, M., & Self, C. (2018, April). *Keeping them safe: Parent-child conversations about sexual and relationship violence*. 34<sup>th</sup> Annual Conference on the Advancement of Women. Texas Tech University. Lubbock, TX.
- Self, C. (2018, February). *Ending the cycle of email anxiety: Strategies for increasing your productivity*. Texas Tech University TLPDC. Lubbock, TX.
- Self, C. (2017, November). *Ending the cycle of email anxiety*. Association of Higher Education Parent/Family Programming Professionals (AHEPPP) Conference. Dallas, TX.
- Self, C. (2017, April). *Something swishy: Advice and rules for coeds at Texas Tech University*. 33<sup>rd</sup> Annual Conference on the Advancement of Women. Texas Tech University. Lubbock, TX.
- Higgins, K., Le Marchand, M., Marshall, L. A., & Self, C. (2016, November). *You can't do it alone: Collaborating to elevate parent programs*. Association of Higher Education Parent/Family Programming Professionals (AHEPPP) Conference. Boulder, CO.
- Carrizales, P., Giesbers, D., Self, C., & Surratt, A. (2014, November). *Beyond family weekend: Expanding parent and family programs*. Association of Higher Education Parent/Family Programming Professionals (AHEPPP) Conference. San Diego, CA.
- Higgins, K., Keppler, D., Maggard, J., & Self, C. (2014, November). *Celebrating and growing collegial partnerships to benefit your parent program*. Association of Higher Education Parent/Family Programming Professionals (AHEPPP) Conference. San Diego, CA.
- Massengale, E., & Self, C. (2014, February). *Developing or enhancing parent programs*. Webinar presentation, Texas Association of College and University Student Personnel Administrators.

Self, C. (2013, December). Remarks at the Inauguration of Texas Tech President M. Duane Nellis. Invited speaker.

Gassiot, K., Massengale, E., & Self, C. (2013, April). *Building effective relationships with TTU students' parents and family members*. Texas Tech University TLPDC. Lubbock, TX.

### SELECTED TRAINING AND PROFESSIONAL DEVELOPMENT EXPERIENCE

- Dreamer Ally Training 2021
- Mental Health First Aid 2021
- First Gen Summit, Texas Tech University 2018-2021
- AHEPPP Conference 2014-2021
- TACUSPA Conference 2011-2021
- Texas Women in Higher Education Regional Conference, Texas Tech University 2019
- Allies Program: Staff Panel on Experiences with LGBTQIA Individuals, Texas Tech University 2018
- Ending Sexual Harassment in the Academy Summit, Texas Tech University 2018
- Annual Conference on the Advancement of Women, Texas Tech University 2015-2022
- Creating Space in the Classroom: Mindfulness as a Teaching/Learning Tool 2018
- Big 12 LGBTQIA and Allies Summit, Texas Tech University 2018-2022
- Texas Tech University Gender and Sexual Identities Colloquium 2016-2021
- Texas Women in Higher Education Conference 2016-2017
- Title IX and Alcohol, Texas Tech University Risk Intervention & Safety Education 2017
- Big 12 and Friends Parent/Family Programs Conference 2010-2021
- Dr. Lincoln's Qualitative Data Analysis Workshop, Texas Tech University 2016
- Raiders Against Violence Training 2016
- TTU Leadership Training Modules I – III 2014
- Advancing Teaching and Learning Conference 2014
- Engagement Scholars Consortium 2013
- 12th Annual John M. Burns Conference - Connecting the Dots: Meaningful Assessment of Student Learning Across the Curriculum, Texas Tech University 2013
- Rethinking Women's and Gender Studies, Texas Tech University 2013
- NASPA/SACSA Region III Mid-Managers Institute, Texas Christian University 2013
- Working Effectively with Students with Autism, Texas Tech University 2013

### VOLUNTEER ACTIVITIES

- Lubbock PRIDE tabling 2018-2019
- Alpha Chi Omega – Intellectual Development Advisor 2014-2017
- March for Babies, Ryder's Raiders team 2014
- Yoakum County Relay for Life, Team Purplicious 2011-2014
- Engagement Scholars Consortium, Convener and Volunteer 2013
- Heart Walk for Mended Little Hearts 2012-2018